Conservative Energy Network Seeks Director of Communications & Digital Strategy

Summary
The Conservative Energy Network (CEN) is hiring a Director of Communications and Digital Strategy (Director) for its quickly expanding national team. Reporting directly to the Executive Director, the Director will be instrumental in helping to advance conservative market-based clean energy solutions across the country. Working closely with the leadership team and CEN’s 21+ state members, the Director will serve as the Network’s expert in digital strategy, developing and overseeing internal and external communications strategies and tactics, including content creation, media relations, managing CEN’s digital presence, as well as expanding traditional and digital communications opportunities, among other responsibilities. Success in this role will require an individual that is highly creative, self-motivating, collaborative, and a team player willing to help where he or she is needed. The right candidate will excel in a fast-paced, dynamic work environment—often with little direct supervision—and can turn around quick deadlines, as well as potentially work from a remote setting. The Director will be expected to actively seek new communications opportunities, effectively communicate CEN’s programming goals and policy positions across a variety of digital and print platforms, balance competing priorities and deadlines, and advance the collective mission of CEN and its members. This is a newly created position, and as such, the right candidate will have the unique and rewarding opportunity to shape the primary responsibilities of this role on the job and will significantly contribute to the further advancement of the organization’s educational goals at large.

Key Responsibilities
The Director will be expected to:

- Streamline current communications efforts while developing and overseeing the implementation of new strategic digital and non-digital communications plans to advance CEN’s mission and programmatic priorities, and increase thought leadership;
- Coordinate with state and regional directors to develop content for state teams (e.g. infographics, website updates, digital campaigns, talking points, etc.) and provide additional communications capacity and resources to state teams as needed;
- Conceptualize, execute, and oversee online content creation and dissemination, including blogs, graphics, photos, and some videos;
- Design and publish monthly e-newsletters, produce informational one-pagers and similar print collateral, and design social media graphics;
- Develop talking points on a host of policy and energy issues, craft op-eds, letters to the editor, statements for media placement, blogs, and other writing as needed;
- Elevate CEN’s public profile; build and maintain media relations across the country and pitch articles and op-eds for media placement;
- Maintain and curate CEN website and online news hub weekly with original and compelling content;
- Manage and monitor all CEN social media assets, including but not limited to Facebook, Twitter, and LinkedIn, and develop social media strategy to increase engagement;
- Monitor news alerts, distribute breaking news to CEN members, and actively seek out media engagement opportunities;
- Serve as the liaison between communications, digital, and website consultants and other relevant vendors, and collaborate on communications initiatives with partner and allied organizations;
- Manage communications strategies for multiple programs and advocacy campaigns;
- Oversee advertising and broader communications budget;
- Build out and maintain media, newsletter, and social distribution lists;
- Identify tactics to support CEN’s objectives and increase positive engagement with messaging;
- Determine methods to collect and present data and analysis to leadership, members, and supporters;
- Create and execute engagement strategies that include using digital analytics/social media listening tools to develop data-driven strategies;
- Effectively communicate with CEN’s audiences, including state members, policymakers and staff, stakeholders, grassroots supporters, energy industry, donors, policy and advocacy organizations, and the general public;
- Identify measures of success against program goals and achievable outcomes, critically evaluate results and correct strategies and tactics that are not effective in real-time; and
- Coordinate communications for large scale events, develop event collateral, work at and manage social channels for CEN and member events as needed.

Skills and Qualifications
The ideal candidate will possess the following:
- Bachelor’s degree in communications, political science, digital media, or another relevant field;
- At least 3-5 years of communications and/or marketing experience and 2+ years of managing an organization’s social channels;
- Excellent verbal communication skills;
- Top notch writing and editing skills, and experience distilling complicated issues in memos, reports, press releases, and other communications collateral to advance organizational messaging and increase engagement among different target audiences;
- Graphic design and video production skills for social media, web, PowerPoint, and print materials, highly preferred;
- Prior program management and event coordination experience, with demonstrated ability to meet deliverables on budget and by deadlines;
- Understanding of audience segmentation and database management, preferred;
- Outstanding time management and organizational skills, with the ability to manage and meet challenging deadlines and balance multiple programming priorities at once;
- Demonstrated experience in driving creative, integrated digital campaigns from concept to execution, and effectively reporting on them;
• Ability to effectively use digital analytics tools and content management tools and utilize data to drive strategies;
• Experience working with Squarespace and WordPress, and ability to manage multiple websites;
• Working knowledge of SEO, Constant Contact, MailChimp, and other marketing tools and tactics;
• A collaborative nature and adept problem-solving skills;
• Interest in crafting original content from conception to execution that moves the needle on clean energy policy solutions;
• An entrepreneurial spirit, interest in learning new skills, and eagerness to implement innovative and impactful storytelling tools that advance the collective goals of CEN and its members and actively move grassroots/grasstop supporters up the ladder of engagement;
• Experience working for issue advocacy nonprofits, public affairs firms, political campaigns, or government, preferred; and
• Experience working with energy a plus.

Work Environment
• Fast-paced, dynamic work environment sometimes faced with high-pressure deadlines.
• A supportive and collegial team that encourages creativity and initiative.
• Plenty of opportunities to grow and expand your skillset.
• While CEN headquarters is based in Lansing, Michigan, members of the management team work remotely from various parts of the country. CEN welcomes applicants regardless of location and may accommodate tele-commuting.
• Role requires ability to work some evenings and/or weekends for special events.
• Role requires some travel, including overnight travel, usually a few times per year for conferences and all-staff meetings.

Compensation and Benefits
CEN offers a competitive salary and benefits package that includes a generous health insurance plan, 403(b) retirement plan, and ample paid time off, among other benefits. Salary will be commensurate with applicant’s experience.

Application Process & Requirements
Please email a resume, one page cover letter, writing sample(s), application, and three references to CEN Executive Director Brittany Zwierchowski Tisler at brittany@conservativeenergynetwork.org for consideration for this position (with “Communications & Digital Strategy Director – [Your Name]” in the subject line of your message). The cover letter should address your interest in contributing to CEN’s mission, how your past experiences make you a good fit for our team, the date/timeframe you are available to start, and salary requirements.
CEN looks to fill this position as soon as possible (with an ideal start date of no later than November 18, 2019) and will be considering applications on a rolling basis. If you have any questions, need more information, or would like to inquire about other open positions at CEN, please don’t hesitate to email. We’re excited to hear from you!

**About Conservative Energy Network**

The [Conservative Energy Network](https://www.conservativeenergynetwork.org) (CEN) is a 501(c)(3) nonprofit organization founded in 2016 that educates policymakers and the public about the strong economic, conservation, and national security benefits of clean, renewable energy and energy efficiency. CEN works with partners and members across the country to advance conservative market-based solutions to the serious energy problems facing our states. We serve to advance energy liberty for property owners and empower ratepayers, seeking free-market options with less government intervention and more rights for states.

Since its founding in January 2016, CEN has had a profound impact on clean energy advocacy and the politics of energy at state and federal levels. CEN was launched by and for conservatives to support and connect state-based conservative clean energy organizations throughout the nation. Starting with only seven teams, CEN now comprises organizations in 21 states in four regions: the Midwest, Mountain West, Southeast, and Texas—and we’re looking for new team members to help us continue this momentum.

CEN is a small but quickly expanding team of individuals fighting for commonsense, market-based clean energy solutions. We are building a national conservative clean energy movement that champions innovation, competition, energy independence, and promotes a diversified energy portfolio that is good for the economy, environment, and our national and grid security. If you agree with our mission and share our commitment to improving how we power our nation’s energy future, we invite you to apply to join our team today.

Visit CEN on [Facebook](https://www.facebook.com/ConservativeEnergyNetwork), [Twitter](https://twitter.com/ConservativeE), and [LinkedIn](https://www.linkedin.com/company/conservative-energy-network) to learn more.

*CEN is an Equal Opportunity Employer. We prohibit discrimination and harassment in any form, and we are dedicated to engaging and developing a diverse workplace environment. All applicants will be considered for employment without regard to race, color, age, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status, or other characteristics protected by federal, state, or local laws.*